

**THERAPEUTIC PLACEBO ENHANCEMENT  
OF COMMONLY-USED MEDICATIONS**

ABSTRACT

There is provided a method and associated kit for reducing the normal dosage of a pharmaceutical given to a patient for the treatment of a disorder without substantially reducing its effectiveness. During a first predetermined time period, a substantially full dosage of the pharmaceutical is administered to the patient, preferably with a placebo. During a second predetermined time period, a reduced dosage of the pharmaceutical is administered to the patient, also with a placebo. The second predetermined time period is subsequent to the first predetermined time period. Preferably, the placebo has a distinctive indicia. The placebo, in association with the decreased pharmaceutical, augments the effectiveness of the pharmaceutical by heightening the patient's conditioned response and expectation of effectiveness.